**Rep Order**# 6848845 **Ver**# 2 **Status** Returned **Traffic Order**# **EC'd** Yes

**Printed:** 08/31/2012 12:05 PM **Last Received:** 08/31/2012 6:37 AM

**Showing Buylines:** All Lines

**Station** KSNV-TV LAS VEGAS, NV. **Advertiser** ( ).AMER 4 PROSPERITY

Product AMER FOR PROSPERITY

Estimate# 400

**Buyer** KAREN BENCKINI

Phone# Fax# **Agency** ( ) MENTZER MEDIA 600 FAIRMONT AVE, S#306

TOWSON, MD 21286

**Agency C/P1/P2/E** //400

**Flight Dates** 09/04/2012 - 09/10/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

1 of 5

**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845

# --- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY SC=\*

### --- REMARKS ---

PF here...trying to help get this order in but there are a number of lines with NA's due to NFL or other program change there may be additional revisions required once SB takes a look.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F Buyli	6A-7A ne Comment	: WAKE UP	:60	\$2,000.00	09/04-09/07	4	1	4	\$8,000.00	
	2	TU-F Buyli	7A-9A ne Comment	: TODAY SHOW	:60	\$3,000.00	09/04-09/07	3	1	3	\$9,000.00	
	3	TU-F Buyli	11A-12P ne Comment	: RACHEL RAY	:60	\$650.00	09/04-09/07	4	1	4	\$2,600.00	
	4	TU-F Buyli	5P-630P ne Comment	: NEWS	:60	\$2,400.00	09/04-09/07	4	1	4	\$9,600.00	
	5	TU-F Buyli	630P-730	P : JEOPARDY/WHEEL	:60	\$2,600.00	09/04-09/07	8	1	8	\$20,800.00	
	6	TU-F Buyli	11P-1135		:60	\$2,200.00	09/04-09/07	8	1	8	\$17,600.00	
	7	TU-F Buyli	1135P- 1235A ne Comment	: TONIGHT SHOW	:60	\$1,500.00	09/04-09/07	4	1	4	\$6,000.00	

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2 of 5

				Showing Daylines, 141 Ellies								
Station K Advertiser Product Estimate#	SNV-TV LAS VEGAS, NV.  ( ).AMER 4 PROSPERITY  AMER FOR PROSPERITY  400			Agency ( 600 FA TOWS Agency C/P1/P2/	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY							
Buyer Phone# Fax#	KAREN BENCKINI			Flight Dates Hiatus Weeks		//400 09/04/2012 - 09/10/2012		Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT Ln	Day		Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart 
*8	TU	8P-9P Buyline Commer			:60	\$8,000.00	09/04-09/04	1	1	1	\$8,000.00	
			V2 AGT airs 8-10P on	TU 9/4								
*9		10P-11F Buyline Commer tion Remark:	nt: LAW & ORDER:SVU		:60	\$6,400.00	09/05-09/05	1	1	1	\$6,400.00	
10	F	10P-11F Buyline Commer			:60	\$3,200.00	09/07-09/07	1	1	1	\$3,200.00	
11	SA	6A-7A Buyline Commer	nt: NEWS		:60	\$700.00	09/08-09/08	1	1	1	\$700.00	
12	SA	7A-9A Buyline Commer	nt: SAT TODAY		:60	\$1,250.00	09/08-09/08	1	1	1	\$1,250.00	
13	SA	5P-630F Buyline Commer			:60	\$1,300.00	09/08-09/08	2	1	2	\$2,600.00	
14	SA	630P-73	30P nt: JEOPARDY/WHEEL		:60	\$1,000.00	09/08-09/08	2	1	2	\$2,000.00	
15	SA	730P-8F Buyline Commer			:60	\$750.00	09/08-09/08	1	1	1	\$750.00	
16	SA	8P-9P Buyline Commer	nt: AGT		:60	\$2,400.00	09/08-09/08	1	1	1	\$2,400.00	
17	SA	10P-11F Buyline Commer	o nt: LAW & ORDER:SVU		:60	\$2,000.00	09/08-09/08	1	1	1	\$2,000.00	
18	SA	11P-113			:60	\$2,200.00	09/08-09/08	2	1	2	\$4,400.00	

Rep Order# EC'd Yes Traffic Order# 6848845 Ver# 2 Status Returned

Printed: 08/ Last Received: 08/ Showing Buylines: All Lines 08/31/2012 12:05 PM 08/31/2012 6:37 AM 3 of 5

Station KSNV-TV LAS VEGAS, Advertiser ( ).AMER 4 PROS Product AMER FOR PROSPERI Estimate# 400 Buyer KAREN BENCKINI Phone#			) .AMER R FOR PR	R 4 PROSPI ROSPERIT	ERITY	600 FA	IRMONT ON, MD 2 E //40		2			PHILADELPHIA AMY MCCREARY 215-568-6540 215-568-1845		
Fax		Day Time		Time	Program	matus Weeks	Len	Rate	Dates	Spots/Week		Total	Total Cost	Daypart
											Weeks	Spots		
	19	SU		6A-7A Comment	• NIELIC		:60	\$650.00	09/09-09/09	1	1	1	\$650.00	
			виуттие	e Comment	· NEWS									
	20	SU		7A-8A			:60	\$1,250.00	09/09-09/09	1	1	1	\$1,250.00	
			Buyline	e Comment	: SUN TODAY									
	21	SU		8A-9A			:60	\$6,000.00	09/09-09/09	1	1	1	\$6,000.00	
			Buyline	e Comment	: MEET THE PRESS									
	*22	SU		5P-630P			:60	\$1,300.00	09/09-09/09	2	1	2	\$2,600.00	
		50		e Comment	: NEWS			¥1,300.00	03, 03 03, 03	_	_	-	¥2,000.00	
		Sta	ation Re	mark: V	V2 NA NFLmove to No with rate for that time	ews in Prime fol me period	lowing	the game						
	*23	SU		9P-11P			:60	\$3,000.00	09/09-09/09	1	1	1	\$3,000.00	
			Buyline	e Comment	: AGT									
		Sta	ation Re	mark: V	V2 NA NFL									
	24	SU		11P-1135I	2		:60	\$2,200.00	09/09-09/09	2	1	2	\$4,400.00	
			Buyline	e Comment	: NEWS									
	25	SU		1135P-			:60	\$800.00	09/09-09/09	1	1	1	\$800.00	
	23	50		1205A			• 00	\$000.00	03703-03703	1	_	_	\$000.00	
			Buyline	e Comment	: SPOTS IN VEGAS									
	26	М		6A-7A			:60	\$2,000.00	09/10-09/10	1	1	1	\$2,000.00	
			Buyline	e Comment	: WAKE UP									
	27	M		7A-9A			:60	\$3,000.00	09/10-09/10	1	1	1	\$3,000.00	
	27	1.1			: TODAY SHOW		- 00	75,000.00	37/10 37/10	<b>±</b>	±	-	75,000.00	
										_	_			
	28	М		11A-12P Comment	: RACHEL RAY		:60	\$650.00	09/10-09/10	1	1	1	\$650.00	
			,											

Rep Order#	6848845	Ver# 2	Status Returned	Traffic Order#	Printed:	08/31/2012 12:05 PM	4 o	of	5	
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				Charles Daniel All I						

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	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	29	M	5P-630P Buyline Comment	: NEWS		:60	\$2,400.00	09/10-09/10	2	1	2	\$4,800.00	
	30	М	630P-730I Buyline Comment	P : JEOPARDY/WHEEL		:60	\$2,600.00	09/10-09/10	2	1	2	\$5,200.00	
	31	М	11P-1135F Buyline Comment			:60	\$2,200.00	09/10-09/10	2	1	2	\$4,400.00	
	32	М	1135P- 1235A			:60	\$1,500.00	09/10-09/10	1	1	1	\$1,500.00	

#### ---REPORT TOTALS---

Report Totals: 68 / \$147,550.00

Buyline Comment: TONIGHT SHOW

## ---SALES MONTHLY TOTALS---

Sep 12: 68 / \$147,550.00 Sales Totals: 68 / \$147,550.00 Station Totals: 68 / \$147,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$1,844,375 0 % 8% Market Totals CATV 0% KBLR 0% KINC KLAS 20% KSNV KTNV 30% KTUD 1% KVCW 1% KVMY 21% KVVU 19%

XXXX 0%

## ---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12 Demos RA35+

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AMER FOR PROSPERITY 400

Buyer KAREN BENCKINI Phone# Fax#

) MENTZER MEDIA Agency 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E //400

Flight Dates 09/04/2012 - 09/10/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

5 of 5

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CREDIT RISK ---

Estimate#

CASH IN ADVANCE